

Message Text

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PAGE 01 BONN 04076 141545Z

51

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 CIAE-00 DODE-00 INR-10

NSAE-00 PA-04 RSC-01 USIA-15 PRS-01 SPC-03 L-03 SCI-06

EPA-04 CEQ-02 TRSE-00 DRC-01 /087 W

----- 095992

R 141543Z MAR 74

FM AMEMBASSY BONN

TO SECSTATE WASHDC 1068

INFO USMISSION BERLIN

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL FRANKFURT

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

UNCLAS BONN 04076

ALSO PASS USIA AND USTS

E.O. 11652: N/A

TAGS: PFOR, SENV, SCUL, BEXP, GW

SUBJECT: PROMOTION ABROAD OF SPOKANE EXPO '74

REF: A) STATE A-1634; B) BONN USDOC 11858,

AUGUST 20, 1973

1. THIS EMBASSY'S SUPPORT OF SPOKANE'S EXPO '74 HAS BEEN POSITIVE, EXTENSIVE AND IS A MATTER OF RECORD. AS SUGGESTED BY REFAIR A, WE WILL DO WHAT WE CAN TO ENCOURAGE INDIVIDUAL ATTENDANCE AT EXPO.

2. WE MUST POINT OUT, HOWEVER, THAT SOMETHING MORE THAN URGING WILL BE NEEDED FROM THE SPOKANE ORGANIZATION. IN RESPONSE TO THE PREVIOUS EXHORTATION TO PUBLICIZE AND TO PROMOTE INDIVIDUAL GERMAN ATTENDANCE (STATE A-5774, JULY 5, 1973), WE CABLED A CONCISE PROMOTION PLAN AND UNCLASSIFIED

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LIST OF INPUTS REQUIRED FROM THE EXPO ORGANIZATION (REF-

TEL B). OUR MESSAGE WAS NOT ANSWERED, AND INSOFAR AS CAN BE DETERMINED NONE OF THE REQUESTED MATERIALS WERE SUPPLIED. THUS, FOR LACK OF SUPPORT, OUR LOCAL PROMOTION PROGRAM HAS BEEN HOBbled FROM THE OUTSET.

3. RATHER THAN HAVE COMMERCIAL OFFICERS OVERSEAS ATTEMPT TO FUNCTION AS SURROGATE PR MEN, LET'S USE THE PUBLIC RELATIONS PROFESSIONALS. USIA HAS INDICATED ITS INTENTION TO SUPPORT COMMERCE'S EFFORTS IN PROMOTING TRADE AND TRAVEL, AND IT IS SUGGESTED THAT USIS ASSIST US IN PUBLICIZING THE SPOKANE EXPO '74. USIA WOULD THEN ACQUIRE VISUAL AND TEXTUAL MATERIALS AND DISSEMINATE DIRECT TO THEIR FIELD MEDIA CONTACTS.

4. IF USIA/USIS CAN PROVIDE MAJOR SUPPORTING ASSISTANCE IN GETTING MATERIAL TO THE MEDIA, THIS WILL FREE COMMERCIAL, ECONOMIC AND SCIENCE OFFICERS TO CONCENTRATE ON PROFESSIONAL GROUPS AND PROMINENT INDIVIDUAL TRAVELERS. AS REQUESTED BY REFAIR A, VIP TRAVEL NOTIFICATIONS WILL BE SENT DIRECTLY TO COMMISSIONER GENERAL HENDERSON, C/O DEPARTMENT OF COMMERCE, FOR ISSUANCE OF PERSONAL INVITATIONS.
HILLENBRAND

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: EXPO 74, EXHIBITS, INTERGOVERNMENTAL COOPERATION
Control Number: n/a
Copy: SINGLE
Draft Date: 14 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BONN04076
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: BONN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740345/aaaabpov.tel
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Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
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Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A) STATE A-1634; B) BONN USDOC 11858
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 31 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <31 JUL 2002 by elbezefj>; APPROVED <10 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROMOTION ABROAD OF SPOKANE EXPO '74
TAGS: PFOR, SENV, SCUL, BEXP, GE, USIA, USIS
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005